

**SPONSORED BY YOUR BANK**

# The National Film Board

THE WORK OF THE NATIONAL FILM BOARD is known to most Canadians, who have seen documentary and educational films produced by this organization. These pictures have contributed extensively toward the spreading of education and culture in Canada and have played an important part in familiarizing people with the beauties of the country as well as with its cultural and industrial progress. While such pictures are seen by many Canadians each year, it is perhaps not generally known that pictures made by the National Film Board also reach large audiences outside of Canada and do much not only to acquaint people of other countries with the Dominion, but play an important part in advertising Canadian products abroad and increasing foreign trade.

## Show Products Canada Sells

It is estimated that 70,000,000 people in 60 countries each year see films made by the National Film Board, showing products which Canada has to sell. These films are made in co-operation with various government departments and industries, and have proved to be of great value in advertising Canadian products abroad. Such films as "The Canadian Wheat Story", "Tomorrow's Timber", and "The Fur Trade" have advertised the products of these primary Canadian industries to people of many countries, as have "Red Runs the River", which tells of salmon fishing in British Columbia and "Fashions by Canada" which brought many orders for clothes made in Canada. These films not only help to sell Canadian goods, but they attract people from other countries to come here as tourists and as permanent settlers.

## Great Progress Made In Britain

The documentary film is a branch of motion picture production which has wide appeal and which has assumed importance in recording the cultural, social and industrial progress of a nation for the benefit of other people as well as those of its own. Reality and honesty are essential features of such films and a high degree of skill and experience are required to make them successfully. Since the war, Britain has made great progress in this field, and credit is given to producers there for contributing so much to the development of the film. The work of Canada's National Film Board likewise conforms to high standards and is instrumental in building up a broader and more authentic knowledge of Canada and the Canadian way of life both here and in the many foreign countries to which Canadian films are sent.

To make sure you're getting

**EAST-AGING**

**ASPIRIN**

FOR HEADACHE

Look for the BAYER cross on the wrapper

## Farmers' Cash Income Advance

OTTAWA—Farmers' cash income from the sale of their produce advanced steadily to a total of \$974,212,000 in the first half of 1948 from \$732,794,000 in the corresponding period last year and \$820,195,000 in 1946, the Bureau of Statistics reports.

Adding in the supplementary cash payments under the Prairie Farm Assistance Act, the Wheat Acreage Reduction Act and the Prairie Farm Income Act, the total cash receipts for the first half of this year were \$989,772,000 against \$742,620,000 in 1947 and \$850,244,000 in 1946.

A large share of the increase was attributed to substantial sums paid out in western Canada by the Canadian Wheat Board in connection with adjusting participation and land equalization payments on wheat, flaxseed and oats.

## HUMAN BEINGS COULD USE THIS HANDY EYE

According to the Calgary Albertan a museum expedition has brought back from Africa a fly whose eyes are placed at the ends of long stalks that flare sharply to the right and left. They permit the insect to stand still and see around corners. Life on our planet might be a good deal safer and happier if nature had seen it to graft stalk eyes on homo sapiens instead of a number of the muscidæ family. Think what a boon such an optical arrangement would have been for pedestrians, motorists and diplomats.

## A GOOD SUBSTITUTE

SPS-WICH, England.—A furniture company has set up a carrier-pigeon service between its London office and London head office because of delay in getting a telephone installed. They have 70 birds. Each takes about 15 hours to get a message through.

Canada has an area of 3,695,189 square miles. 2796

# YOU WOMEN WHO SUFFER FROM HEADACHES then FEEL CALMLY

## Here's Good News!

Are you between the ages of 38 and 45 and going through that trying functional "middle-age" period peculiar to women? Does this make you suffer from hot flashes, hot clammy or nervous irritability, weak? Don't try Lydia E. Pinkham's Vegetable Compound to relieve such symptoms! It's famous for that. Many was "middle-aged" women take Pinkham's Compound regularly to help build up resistance against this distress.

Pinkham's Compound contains no opiates—no pink-framing.

Lydia E. Pinkham's VEGETABLE COMPOUND

# Forecast 1948

## Wheat Crop At 391,000,000 Bu.

OTTAWA.—A 1948 wheat crop of 391,000,000 bushels—more than 50,000,000 bushels over the harvest of 1947—has been forecast by the Bureau of Statistics.

The forecast was made in the bureau's second estimate of Canadian field crops. The first estimate, made Aug. 17, placed the wheat crop at 372,000,000 and the bureau attributed the larger prospects to exceptionally good weather conditions, such as mild weather during August.

The wheat estimate includes 362,961,000 bushels of spring wheat, produced mainly on the three prairie provinces, and 28,531,000 bushels of winter wheat, which comes mostly from Ontario.

The enhanced crop prospects, which will mean more money in the pockets of Canadian farmers, include estimates that oats crop will total 381,728,000 bushels compared with 325,714,000 last year, barley 107,128,000 bushels against 141,453,000, rye 26,068,000 against 13,217,000 and flaxseed 17,608,000 against 12,249,000.

The estimate rye crop included 163,000 bushels of spring wheat and 5,907,000 from spring production. Production of the five leading crops in 1947 totals in brackets: Three provinces—wheat 358,000,000; oats 200,000,000; barley 104,000,000; rye 25,000,000; flaxseed 17,000,000 (11,500,000).

The average yields per acre, in bushels, are estimated as follows with the 1947 figures in brackets: Spring wheat 18.2 (14.9); oats 12.7 (11.4); dry peas 13.9 (14.9); dry beans 15.7 (16.0); soy beans 21.0 (18.2); buckwheat 23.1 (17.9); mixed grains 4.6 (3.9); flaxseed 16.2 (7.5); shelled corn 37.1 (37.9).

## BEAVER NOT IMPRESSED WITH MANITOBA CAPITAL

RATHVELL, Man.—A distinguished visitor from southern Manitoba got a taste of the capital of the province—and as far as he can ascertain, he was not impressed.

He wore a brown coat, a tired expression, and took a jauntied view of Winnipeg. He was a brown coat, a tired expression, and took a jauntied view of Winnipeg. He was a brown coat, a tired expression, and took a jauntied view of Winnipeg.

He was caught south of here on the Boyne River by Douglas Ferris, a game guardian. Beaver are becoming a nuisance in the south of the province. The game and fisheries branch is caging them and shipping them north, where they will increase.

The beaver is about five feet long, weighs 75 pounds and is as powerful as a man. "A1054" is about 10 years old, a respectable age any beaver colony.

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## DOES INDIGESTION WALLOW YOU BELOW THE BELT?

Help Your Digestion "28" For The Kind Of Food You Want To Eat. More than 40% of your digestion is done by the stomach. When digestion fails, you experience indigestion, heartburn, gas, bloating, and other troubles.

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PIANIST WINS \$500 AWARD—Winner of the \$500 piano scholarship at the Canadian National Exhibition, Denise Sweeney, 18, of Saskatoon, Sask., intends to use the money for further studies at London, Ont. She hopes to become a concert pianist. Last year here she won the Kiwanis scholarship and studied at the Royal Conservatory of Toronto, Ont. For two years before transferring her studies. She beat 10 other contestants at the exhibition.—S.N.S. photo.

## Two-Mile-Long Tunnel Completed

KIMBERLEY, B.C.—A two-mile-long tunnel under a Kootenay mountain—an important step in the transportation system of Sullivan Mines—has been completed after two years of work.

The new tunnel allows ore cars to load in the mine and travel direct to the Sullivan concentrator. It eliminates an expensive trans-shipping procedure through Kimberley city and Canadian Pacific cars.

The tunnel was built by Northern Construction Company, and is a major part of the \$2,500,000 low-level haulage project of the consolidated Mining and Smelting Company Ltd.

## PIGS AND MORE PIGS

WASHINGTON. The United States government has asked farmers to produce the largest peacetime spring pig crop on record.

The 1949 spring goal was set by the agriculture department at 60,000,000 pigs—an increase of 37 per cent, or nearly 9,000,000 more than the 1948 crop.

About 20 per cent of the population of the Republic of Salvador, Central America is Indian.

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# Notes For Mothers Packing Lunches For School Children

MANY school children find it impossible to get home in the daily luncheon period and therefore must take their lunch to school. And, for unaccounted years school lunches have been a problem to many mothers.

Once a year, Health News Magazine offers mothers advice about school lunches and we with them present the ideas of the Nutrition Division of the Saskatchewan Department of Public Health on the subject. The Saskatchewan department deals with the subject in an attractive four-page pamphlet—"Notes for Lunch-Packing Mothers". Here they are:

**The Lunch Pail**  
What kind?—Metal is the best because it must be washed and scalded regularly. There should be air holes for ventilation. And, don't forget a handle! It makes it much easier to carry.

**How To Pack**  
Lunch with wax paper or serviette. Wrap each food separately. Put heavy food on the bottom—Food easily carried on top.

**A Good Lunch**  
Lunch should be one that contains enough food and the right kind. Milk—for bones and teeth. A vegetable—for fruit—both good for the body. Whole grain or Canada Approved. Protein—such as meat, fish, cheese, eggs, peanut butter. Hot food—cocoa, soup, scalloped dishes.

**The Jar Method**  
Each child carries a jar of food from home in his lunch kit. These jars can be reheated at school in a large kettle of hot water—a canner serves the purpose very well. It is best to use the jar to keep the food hot. This may be made of wire, or it may be made of plastic. It should be three-quarters of an inch thick. Holes in it will allow the water, as it heats, to come up around the jars. If put on the stove to heat at recess the food will be piping hot by noon. Then each child takes his food from his jar and takes it home to be washed, and refilled for tomorrow.

**Equipment**  
A large kettle, canner, or a boiler for a rack.  
Oven mitts or potholders for lifting out hot jars.  
Ed's Note: The above method probably applies to schools in rural areas, and not to city schools where stoves—other than in cafeterias—are available.

**Vegetable milk soup, crackers** peanut butter on whole wheat bread, oatmeal cookies, apple. Recess snack—bran muffin.  
Meat loaf sandwich on rye bread, carrot strips, rice and raisin pudding, bran muffin, milk. Recess snack—apple.

**Macaroni and cheese, brown bread** and butter, turnip strips, raisin bread, banana, milk. Recess snack—cookie.  
Tomato soup, cheese on whole wheat bread, cabbage salad, cup of cake, orange. Recess snack—cinnamon apple.

**Sandwich Suggestions**  
Peanut butter and crisp bacon. Minced meat and grated carrot. Ground liver and pickle. Cheese and tomato. Cheese and cucumber. Cheese and chopped nuts. Peanut butter and celery. Scrambled eggs with bacon. Cottage cheese and marmalade. Flaked fish and salad dressing. Grated cheese, raw carrots and salad dressing.

**LOOK PLEASANT, PLEASE**  
BOSTON.—This sign was noted in front of a downtown church. "Look Pleasant, Please. The World's Looking at You!"

## BE A HAIRDRESSER

Let's save more money—Learn hairdressing, a profession offering unlimited wages. Women, full-time or part-time, complete, thorough training, no experience necessary. Free catalog and prospectus. Write to: Beauty Beauty Beauty, 309 North St., Winnipeg, Man.

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**Fall Sown Crops**  
The recent extension in the acreage sown in Western Canada to winter wheat and fall rye demonstrates a renewed interest by prairie farmers in these fall-sown cereals.

**Advantages.** Fall-sown cereals give a better distribution of labor between "seedtime and harvest." They can usually be sown when normal harvest is over, or either temporarily or permanently completed, and are ready before spring-sowing begins. In fact, often possible, by growing these crops in rotation, to achieve a reduction in the wild oat population in fields infested with this weed. Intensive summer tillage before the fall rye crop is sown and after it is harvested can also be used to advantage in the control of Canada Thistle and Perennial Sow Thistle.

**Cultural Practices.** To grow these crops successfully more attention must be paid to proper cultural practices than is needed for spring-sown grain. For best results, fall-sown crops should be sown not more than 1½ inches deep into firm, moist stubble land or summer-plowed land during the latter part of the season.

## HERE AND THERE

David McBean has purchased a residence in Calgary and will be moving to Calgary shortly.

Born to Mr. and Mrs. Del Martin, nee Miss L. McKay, a son on Sept. 24th, in California.

Mr. and Mrs. A. W. Thorburn announce the marriage of their son William E. Thorburn to Mrs. Beryl Jones of Kelso, B.C. The wedding

took place quietly at Victoria, B. C., August 24th.

Born to Mr. and Mrs. Robert Hildebrand, a daughter on September 16, in Edmonton.

Tom Bates has given his mail carriage a "new look," but owing to the shortage of rubber was unable to equip it with tires.

Mr. and Mrs. G. T. Jones were in Calgary last week attending the wedding of their granddaughter.

Mrs. Hotel and baby daughter of Medicine Hat, have been visiting relatives here for sometime. Mr. Hotel spent the week-end here.

Mr. W. P. Evans, accompanied Mr. and Mrs. L. W. Brown, of Calgary, to Gleichen last Saturday to visit relatives. They stayed over the weekend and took in the doings on the reserve Sunday. They returned to Calgary Monday morning.

Mr. and Mrs. J. Eglese and Mr. and Mrs. T. Eglese of Calgary were visitors to Gleichen Sunday.

Mr. and Mrs. Bob Staback of Calgary spent Sunday in town visiting relatives. While here they took in the ceremonies on the reserve Sunday. They were accompanied by Mr. Geo. Henderson. Many years ago Mr. Henderson used to be a frequent visitor to the I.O.O.F. lodge in Gleichen. In fact he was the I.O.O.F. lodge.

In Gleichen the night the I.O.O.F. lodge was started in 1909. Dr. Farquharson remembers the night well as he was one of the candidates.

Mr. and Mrs. Ralph Ragan of Cardston, accompanied by a couple of Indian chiefs spent the weekend in town. Mr. Ragan is superintendent of two reserves in the southern part of the province and brought the chiefs up to attend the unveiling of the Crowfoot memorial.

A. Thompson of Namska had the misfortune to get his hand and forearm caught between a pulley and belt of a running combine last Friday evening. He was taken to Calgary for medical attention. The flesh on his hand was badly lacerated. Mr. Thompson is a non-in-law of Mr. J. Hutchison.

Mr. and Mrs. Duncan Campbell of Delta spent Sunday in town visiting relatives. Mr. Campbell is Mrs. G. W. Evans' aunt.

Existing world supplies of timber are being steadily exhausted according to a report presented at a recent meeting. European countries cut 21 percent more timber than the estimated growth in 1946, while the cut in the United States was almost 80 percent in excess of the growth. Canada was reported in a more favorable position, though there was little or no surplus, while the cut in U.S.S.R. was believed to be about equal to the annual growth in accessible forest.

## EVERYONE IS LOOKING FOR THE ANSWER TO COMMUNISM

People are finally waking up to the fact that communism is not merely a political or an economic system, but an ideology. You can't shoot an idea by itself off, or outmaneuver it politically. Spy scares, trails and a rash of hysteria don't deal with it either.

Too few people see it as part of the deadly cancer of materialism which has thrived on democracy's apathy and softness. Men have sold their souls and their nations to communism because they have seen no better way to shatter the class hatred of our age in the great democracies of the world that is a strange paradox. Now our statesmen awake to find themselves on the defensive.

John Foster Dulles put his finger on the answer when he said, "The communist problem cannot be solved by trying to crush communism by force. The solution is for those who have faith to exert themselves more vigorously to translate their faith into works." Few people realize that moral weakness is the soft underbelly of communism.

Dr. Chen Li-fu, vice-president of the Chinese parliament, summed up his observations after a tour of America and Europe interviewing presidents, prime ministers and cabinet ministers. "The most effective answer to communism is the moral force of a superior ideology which is the basis of democracy. With this I have seen how communism can be changed. A moral re-armament can be changed. A moral re-armament can be changed."

**\$1,000.00 OF CLOSE OFFER**  
Lot 17, Block G, Gleichen, Plan 1405 AD, 3-room frame bungalow, electricity, good garage and woodshed. Subject to present occupancy.

**TOPLEY & SANDERS,**  
815a Centre Street  
Calgary, Alberta  
Phone M2234 Eves. H2006

## MEN, DON'T TAKE RISKS

Be safe. Guard your health. Hygienic supplies (rubber goods), mailed in strong envelopes sealed with staples. Absolute secrecy without embarrassment. First-class merchandise. Price \$1.00 per dozen, mailed one hour after receiving order. The Grab Trading Co., 1275 Queen St. West, Toronto, Canada.

of the democracies will be the surest way to answer this danger and win over the communists."

He said that he had seen during his tour the need for a number of changes in his government and himself that "would make democracy in China more effective. He also said he hoped the next session of parliament would initiate new steps in that direction. For any nation that now spends over two thirds of her national budget fighting an ideology—communism, the argument of a superior moral ideology holds the key to victory."

The most valuable Canadian stamp is the 12-penny black issued in 1971. A used specimen is valued at \$1,700.

# HERE'S WHERE WE STAND ON NEW-CAR SELLING

## General Motors Dealers' "Foursquare Selling Policy" assures you a Fair Deal when you buy a new car

Let's bring this subject right out in the open. Many conditions still exist which encourage the "gray marketing" of automobiles. You don't like this — and neither do we. There's no law against "under the counter" deals — demanding a bonus for early delivery. There's no law against loading cars with accessories the customer doesn't want or need. There's no law against selling to buyers who make it their business to resell new cars at inflated prices.

But we don't do it because it's not good business. All dealers buy cars at clearly established factory prices which with the exception of transportation, are the same, model for model, all over the country. All start on a fair and equal basis — and should therefore sell at these fair and reasonable delivered prices. So we're making public announcement of our code of fair dealing. Our foursquare selling policy, simply stated, is this:

**1 NO PADDING OF PRICES**  
We guarantee our delivered prices to conform with the manufacturer's recommendation and to contain nothing but standard charges which, of course, include Sales and Excise Taxes. You receive an itemized bill of sale. All prices are an "Open Book" — they are available to you and we sell at these listed figures.

**3 TRADE-INS DESIRED — BUT NOT COMPULSORY**  
We will take your order for future delivery, without requiring a trade-in. However, we have many salvers who also depend upon us to supply them with automobiles. For this reason we would like to have your trade-in, and we'll give you a fair and reasonable allowance for it.

**2 NO LOADING OF UNWANTED ACCESSORIES**  
All cars are offered with factory-installed accessories only and prices are figured to cover these. We pledge ourselves to add no "extras" except those each customer orders — and to avoid using "extras" to increase the delivered price.

**4 NO COLLUSION**  
While we cannot prevent our customers from reselling new cars, we will not knowingly be a party to such transactions. Our only interest is to deliver new cars to bona fide customers.

We wish to express our sincere appreciation to our loyal customers and friends for their patience in awaiting their turn for delivery of new General Motors cars. Although the popularity of General Motors cars is unprecedented, and the supply is lagging far behind the demand, we are doing our utmost to be fair and equitable in their distribution.

We present this platform because we believe it's good business to keep our customers informed. It's a platform that gives you a fair deal when you buy a new car — exactly the same kind of a deal and treatment you got before the war. If you wish additional information, it will gladly be supplied by any dealer whose name is signed to this announcement.

**LOCAL DELIVERED PRICES**  
of Canadian produced General Motors Cars including Standard Factory Equipment, five new type low-pressure Tires and Dominion Sales and Excise Taxes, but not including License Fee or Provincial and Municipal Taxes where these apply.

	Retail Price Less Taxes	Dominion Sales and Excise Taxes	Total Delivered Price
<b>STYLMASTER — 116" Wheelbase</b>			
Business Coupe	\$1551.30	\$186.70	\$1748.00
5 Passenger Coupe	\$1625.94	196.06	\$1822.00
Town Sedan	\$1625.94	206.06	\$1832.00
Sport Sedan	\$1720.73	212.27	\$1933.00
<b>FLEETMASTER — 116" Wheelbase</b>			
5 Passenger Coupe	\$1709.38	210.61	\$1920.00
Town Sedan	\$1723.43	212.57	\$1936.00
Sport Sedan	\$1802.47	223.53	\$2026.00
<b>FLEETLINE — 118" Wheelbase</b>			
Aerocoupe	\$1753.23	216.77	\$1970.00
Sportmaster Sedan	\$1824.47	226.53	\$2051.00

<b>OLDSMOBILE</b>			
<b>SPECIAL SIX — 119" Wheelbase</b>			
Club Coupe	\$2061.30	\$148.70	\$2210.00
Club Sedan	\$2141.81	252.19	\$2394.00
4 Door Sedan	\$2071.00	258.00	\$2329.00

Hydraulic Drive is optional with Oldsmobile, at extra cost.

Price subject to change without notice

GLEICHEN

**GLEICHEN MOTORS**